

## Relationship Strategy Role Play - Preparation and First Contact

You are a sales representative from Nike, and you are looking to be the main supplier of high school athletic apparel for the Des Moines Area. You just recently began with Nike and you have not met any of the areas Athletic Directors. Tomorrow, you are going to be meeting with the the AD from Woodward Granger. This meeting will only last around 5 minutes. Here is what you need to do.

1.) Prepare an outline/guide of what your initial meeting might look like. Use proper outline formatting in preparing for the meeting and it needs to contain all required elements.

Requirement	Score	Feedback
<b>1. Describe how you will demonstrate the <u>Win-Win Philosophy and Positive Character/Integrity</u> throughout the meeting that will in enhance your relationship strategy,</b>		
<b>2. Describe how will you use <u>Non-verbal Strategies</u> and how they will add value in your meeting.</b>		
<b>3. Discuss the importance of your appearance in this meeting and what you will be focusing on in your appearance.</b>		
<b>4. What will be your focus on the voice and speech pattern in your initial meeting with the athletic director? Describe some keys that you want to stick to throughout the meeting?</b>		
<b>5. Describe the manners that you will demonstrate during this conversation and explain why it is critical that you do so.</b>		
<b>6. What types of conversational strategies do you want to incorporate into the meeting?</b>  <b>Describe the goals you want to accomplish with these strategies and explain how they will add value.</b>		

0	1	2	3
Content is not present	Content is present but lacking understanding of the relationship building tool and does not describe its application in the meeting.	The relationship skills are present and described in the way that the skills will be presented in the meeting. However, the effectiveness of the skill is not representative of the value added strategies discussed in class.	The relationship skills are identified and presented in the outline. The potential placement, use, and application of the relationship strategies is understood by the student.

2.) Using the outline as a guide, try to complete all of your outlined objectives in the initial meeting with the AD in a 5 minute role play.

- You will be assessed on the following requirements.

Requirement	Score	Feedback
1.) Demonstrates the 3 keys to partnering, <b><i>Shared value, Purpose of the partnership, Supporting Role</i></b>		
2.) The salesperson demonstrates a positive self image, character/ integrity, and has the win-win attitude that helps enhance the relationship.		
3.) Demonstrates the proper characteristics of a handshake and first impression traits. Uses it when appropriate. - Firm - Eye Contact - Proper Distance - Presence and Manners		
4.) Demonstrates proper Appearance for the sales interaction with the AD.  -Dressed Appropriately -Simplicity -Quality -Visual Integrity		
5.) Demonstrates an effective and positive entrance and carries him/herself well throughout.		
6.) Uses effective eye contact throughout the interaction keeping the conversation meaningful yet comfortable.		
7.) Demonstrates quality voice, effective tone, and uses an effective speech that is enthusiastic and enlightening.		
8.) Demonstrates proper manners including: the greeting, appropriate use of language, and communication skills.		
9.) Demonstrates genuine interest by <b><i>actively listening</i></b> and using topics that the customer can relate to.		
10.) Uses Mutual Interests/Acquaintances, Compliments and Here and Now comments in the initial conversation to effectively create rapport with the AD.		

1	2	3
Improvements Needed - Relationship skills are lacking confidence and effective use during the role play experience.	Secured - Relationship Skills demonstrated show comfort in how to use them and when but they are lacking expertise.	Expert - Confident in their use of the relationship building skills and uses a high level of emotional intelligence to make connections.